

B. AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph starting on page 13, line 17 as follows:

Figure 4 is a flowchart showing the source file oversampling process. This process helps to ensure that the source file has enough matching households to the reference file. When the source file is provided by a customer and is not a subset of the reference file, oversampling of the source file ensures that a sufficient match of the reference file is possible. Source file oversampling commences at 400, whereupon a sample of "x" quantity is retrieved from customer source file 415 (step 410). The quantity "x" is dependent upon the number of households being analyzed. The customer source file sample is matched against reference file 425 (step 420) to determine how many households from the sampled source file are in the reference file. A determination is made as to whether the sample is balanced (decision 430). A balanced sample properly represents the households being analyzed. For example, if the analysis is based on the United States population, the sample is balanced if it represents the United States population. If the sample represented one state, or a specific income level, the sample would be unbalanced. If the sample is not balanced, decision 430 branches to "No" loop 434 whereupon the sample is adjusted (step 435) and the sample is matched again to the reference file. Processing loops back to match the adjusted sample (step 420). This looping continues until the sample is matched, at which point decision 430 branches to "Yes" branch 438 whereupon the Match Proportion (MP) is calculated (step 440). The Match Proportion is the number of households that match in the sample file divided by the total number of households in the sample file. The Match Proportion (MP) is used to calculate how much oversampling is preferred in order to achieve a certain match rate to the Reference File. The quantity of households being analyzed is divided by the MP (step 450), which equates the new source file sample quantity to meet the preferred match rate. For example, if the sample file contains 1,000 households, and the number of households that match are 40, the MP is 4% (40/1,000). If 10,000 households is the desired match level, the new source file sample quantity is 250,000 households (10,000/.04). The name and address of the additional households are retrieved (250,000 in this example) (step 470) and processing returns at 480.

Please amend the paragraph starting on page 20, line 10 as follows:

Figure 10 illustrates information handling system 1001 which is a simplified example of a computer system capable of performing the server and client operations described herein. Computer system 1001 includes processor 1000 which is coupled to host bus 1005. A level two (L2) cache memory 1010 is also coupled to the host bus 1005. Host-to-PCI (Peripheral Component Interconnect) bridge 1015 is coupled to main memory 1020, includes cache memory and main memory control functions, and provides bus control to handle transfers among PCI bus 1025, processor 1000, L2 cache 1010, main memory 1020, and host bus 1005. PCI bus 1025 provides an interface for a variety of devices including, for example, Local Area Network (LAN) card 1030. PCI-to-ISA (Industry Standard Architecture) bridge 1035 provides bus control to handle transfers between PCI bus 1025 and ISA bus 1040, universal serial bus (USB) functionality 1045, Intelligent Drive Electronics (IDE) device functionality 1050, power management functionality 1055, and can include other functional elements not shown, such as a real-time clock (RTC), Direct Memory Access (DMA) control, interrupt support, and system management bus support. Peripheral devices and input/output (I/O) devices can be attached to various interfaces 1060 (e.g., parallel interface 1062, serial interface 1064, infrared (IR) interface 1066, keyboard interface 1068, mouse interface 1070, and fixed disk (HDD) 1072) coupled to ISA bus 1040. Alternatively, many I/O devices can be accommodated by a super I/O controller (not shown) attached to ISA bus 1040.

Please amend the paragraph starting on page 21, line 5 as follows:

Basic input/output system (BIOS) 1080 is coupled to ISA bus 1040, and incorporates the necessary processor executable code for a variety of low-level system functions and system boot functions. BIOS 1080 can be stored in any computer readable medium, including magnetic storage media, optical storage media, flash memory, random access memory, read only memory, and communications media conveying signals encoding the instructions (e.g., signals from a network). In order to attach computer system 1001 to another computer system to copy files over a network, LAN card 1030 is coupled to PCI bus 1025 and to PCI-to-ISA bridge 1035. Similarly, to connect computer system 1001 to an Internet Service Provider (ISP) to connect to the Internet using a telephone line connection, modem 1075 is connected to serial port 1064 and PCI-to-ISA Bridge 1035.

Please amend the paragraph starting on page 21, line 25 as follows:

One of the preferred implementations of the invention is an application, namely, a set of instructions (program code) in a code module which may, for example, be resident in the random access memory of the computer. Until required by the computer, the set of instructions may be stored in another computer memory, for example, on a hard disk drive, or in removable storage such as an optical disk (for eventual use in a Compact Disc-Read-Only Memory (CD ROM)) or floppy disk (for eventual use in a floppy disk drive), or downloaded via the Internet or other computer network. Thus, the present invention may be implemented as a computer program product for use in a computer. In addition, although the various methods described are conveniently implemented in a general purpose computer selectively activated or reconfigured by software, one of ordinary skill in the art would also recognize that such methods may be carried out in hardware, in firmware, or in more specialized apparatus constructed to perform the required method steps.